

MATTHEW G. DENIS

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A highly strategic and creative Director with years of proven experience within design & product development in the apparel industry. A well-respected leader who is passionate about fostering a collaborative team culture. I take pride in leveraging my expertise to drive innovative designs and to elevate brand identities. Built long-lasting relationships with fabric mills, vendors, factories, and print studios while traveling the world to execute the entire product vision. Involved in two different startups in my career, demonstrating entrepreneurial spirit and adaptability to take on any role necessary. Able to create products that drive growth in a variety of business models, from startups to multi-million-dollar brands. Seeking to continue leading, inspiring, and growing dynamic creative talent.

WORK EXPERIENCE

JOCKEY INTERNATIONAL, INC (Kenosha, WI)

Aug 2022- Mar 2024

Design Director of Men's- Underwear, Lounge, Sleep, EverActive, Outdoors by Luke Bryan

- + Lead, inspired and fostered creativity within a team of six designers and technical designers, based in both Kenosha and New York offices.
- + Coached, mentored and promoted two direct reports over the last six months.
- + Partnered with Design Director of Women's, based in New York, to create a Jockey Seasonal Palette for all categories of business in the US and International Markets.
- + Developed seasonal design vision and big ideas while keeping the Men's Jockey customer top of mind.
- + Traveled to New York seasonally to strengthen relationships with the NY design team, as well as inspirational shopping, research, and development.
- + Built dynamic, collaborative cross functional partnerships across global vendors and internal leadership teams.
- + Relaunched Active line as EverActive with an updated design vision and brand aesthetic to differentiate it from the market and establish a unique brand position.
- + Created and launched a fully domestic t-shirt line, "Made In America" produced in LA.

KOHL'S CORPORATION (Milwaukee, WI)

Feb 2012- Aug 2022

Senior Designer- Men's Classic Brands (Sonoma and Croft & Barrow)- Wovens, Knits, Sweaters, Outerwear, Bottoms/Shorts, and Swim

- + Head design lead for Men's Classic Brands; all categories and size ranges (\$500M Total Business).
- + Continually grew total Classic Brands sales 3-5% year over year, leading to them being in the top five businesses consistently.
- + Managed and coached a team of eight designers while helping to grow their careers from entry level to Design level positions.
- + Established seasonal design direction for color, pattern, fabric, and all category big ideas for the Men's Classic Brand customers.
- + Consistently maintained trusting cross functional partnerships within design, technical design, product development, and merchant teams.
- + Led all seasonal senior leadership milestone presentations.
- + Developed and heavily influenced corporate sustainability initiatives for all design divisions at Kohls.
- + Successfully navigated my design team's transition from in-office to remote to hybrid working during Covid and beyond.
- + Utilized both international & domestic travel to establish seasonal research and development for classic brands.
- + Maintained role in the follow committees: Corporate Sustainability, Diversity & Inclusion, Leadership Circles.

BLACK BROWN 1826 (New York, NY)

May 2011- Feb 2012

Senior Designer- Men's Woven Tops, Woven Bottoms, Swim

- + Designed and oversaw all development for Sportshirts, Denim & Non-Denim Bottoms, Swim, and Blazers.
- + Relaunched the Black Brown 1826 denim line, by creating a range of core washes in both Classic Fit and Slim Fit.
- + Organized, rigged and presented showroom for all seasonal line openings.
- + Managed one assistant designer to ensure all deadlines were consistently met.
- + Traveled internationally to work with overseas vendors to ensure proper product execution.

CONVERSE ONE STAR APPAREL (Target Exclusive) (New York, NY)

Jan 2007- May 2011

Menswear Designer- Wovens Tops, Woven Bottoms, Swim, Outerwear

- + Created the initial brand identity and built the menswear line to become a \$55M a year business.
- + During the first few years of the start-up was responsible for multiple roles, designing, fabric and trim development since the team was lean.
- + Partnered with Design Director to create conceptual design direction for each season.
- + Designed, sketched, and created tech packs for all woven categories (shirts, bottoms, shorts, outerwear, and swim).

MARTIN + OSA (American Eagle) (New York, NY)

Mar 2005- Jan 2007

Associate Designer- Men's Knit Tops & Bottoms

- + Worked on the initial development of the Martin + Osa start-up concept, from design direction to final product.
- + Established the core fabrics that would be used to build the Martin + Osa brand.
- + Designed all the core silhouettes and signature details for the knit assortment.
- + Traveled to Hong Kong to work directly with our factories, in order to standardize our Knit wash directions.

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ABERCROMBIE + FITCH (Columbus, OH)

Feb 2004-Mar 2005

Assistant Designer- Men's Knit Active Bottoms & Tees

- + Designed all details and colors for A&F Men's Active Pants, Shorts and Graphic Tees.
- + Solely responsible for the entire design process, from establishing design direction to approving the final garment before it sets in store.
- + Partnered with the Merchant Team to establish SKU count for the season & designed into each package to create impactful presentations for each delivery.
- + Researched and shopped industry to develop new graphic & wash techniques.
- + Created detailed tech packs to execute overall product vision.

POLO RALPH LAUREN (New York, NY)

Jun 2002- Feb 2004

Assistant Designer- Men's Blue Label Sportswear Knits & Graphic Tees

- + Assisted in the coordination of in-house presentations for Ralph Lauren, Jerry Lauren, Merchandising, Sales, and Product Development/ Production Teams.
- + Prepared all information necessary for fabric, trim, and sketch hand-off to the appropriate teams.
- + Studied vintage garment details to help interpret them into relevant collection pieces.
- + Responsible for working with internal graphic artist and external vendors to create vintage inspired tees.
- + Sketched and created tech packs for style handoffs to product development team.

SKILLS

- Creative Direction / Vision
- Customer Obsessed
- Brand Strategy and Positioning
- Seasonal Design Concepts
- Color Palette and Print Direction
- Analyze Fashion and Market Trends
- Develop and Retain Creative Talent
- Collaborative Team Player
- Solution Orientated / Problem Solver
- Attention to Detail
- Garment Construction / Fit Direction
- Wash Development / Dye Processes
- Strong Leadership Skills
- Excellent Communication Skills
- Multi-tasking
- Time / Calendar / Product Management
- Miro, Adobe Illustrator, Adobe Photoshop
- Google Workspace, Microsoft Word, Excel, Outlook, OnePLM, and WebPDM

EDUCATION

BRADLEY UNIVERSITY (Peoria, IL)

Bachelor of Science in Marketing, Minor in Multi Media